

WHAT IS CLAIMED IS:

1. An applicator comprising:
a base portion carrying an applicator element and configured for fixing onto a receptacle; and
a handle portion rotably mounted on the base portion to turn about a fixed axis of rotation, the handle portion having a longitudinal axis,
wherein the axis of rotation and the longitudinal axis of the handle portion are not mutually perpendicular.
2. An applicator according to claim 1, wherein the axis of rotation and the longitudinal axis are not parallel.
3. An applicator according to claim 1, wherein the axis of rotation and an axis of the base portion are not mutually perpendicular.
4. An applicator according to claim 1, wherein the base portion and the handle portion co-operate in such a manner as to enable a user to secure the handle portion in at least one predefined position relative to the base portion.
5. An applicator according to claim 1, wherein the base portion and the handle portion co-operate in such a manner as to enable a user to secure the handle portion in at least two predefined positions relative to the base portion.
6. An applicator according to claim 1, wherein the handle portion and the base portion co-operate so as to produce a click sound when a predefined position of the handle portion relative to the base portion is reached.
7. An applicator according to claim 1, wherein the base portion comprises a closure cap for a receptacle.
8. An applicator according to claim 7, wherein the base portion is arranged to be fixed onto a neck of the receptacle.
9. An applicator according to claim 1, wherein the base portion is configured to be fixed on the receptacle by at least one of snap-fastening, screwing and friction.
10. An applicator according to claim 1, wherein the handle portion and the base portion are arranged in such a manner that a user may turn the base portion relative to the handle portion using only one hand.
11. An applicator according to claim 1, wherein at least one of the base portion and the handle portion has, on an outside thereof, at least one portion in relief.
12. An applicator according to claim 1, wherein at least one of the base portion and the handle portion is made at least in part out of a material that provides a good grip.

13. An applicator according to claim 1, wherein at least one of the base portion and the handle portion is made at least in part out of a non-slip material.

14. An applicator according to claim 1, wherein the base portion includes a surface that is inclined relative to the axis of the base portion, and against which the handle portion bears, the axis of rotation extending substantially orthogonally to the inclined surface.

15. An applicator according to claim 1, wherein at least one portion in relief is disposed on at least one facing surface of at least one of the base portion and the handle portion, the at least one portion in relief being configured to facilitate securing the handle portion in a predefined angular position relative to the base portion.

16. An applicator according to claim 1, wherein at least one of the base portion and the handle portion includes a pin which is engaged in a housing of the other one of the base portion and the handle portion.

17. An applicator according to claim 16, wherein the base portion includes a pin.

18. An applicator according to claim 17, wherein the pin is provided with a step at one end to be snap-fastened through a corresponding opening of the handle portion.

19. An applicator according to claim 16, wherein the pin is split.

20. An applicator according to claim 1, wherein the handle portion includes an insert that enables the handle portion to be fixed onto the base portion by snap-fastening.

21. An applicator according to claim 16, wherein the handle portion includes a pin arranged to be snap-fastened in a corresponding opening of the base portion.

22. An applicator according to claim 16, wherein the handle portion includes fins and a body to which the fins are connected, the body including a housing in which there is engaged a pin that is secured to the base portion.

23. An applicator according to claim 16, wherein the handle portion includes a cylindrical body provided at one end with a rim onto which a pin secured to the base portion is to be snap-fastened.

24. An applicator according to claim 1, wherein at least one of the base portion and the handle portion includes at least one marker, and the other one of the base portion and the handle portion includes an index so as to enable a user to identify an annular position of the handle portion relative to the base portion.

25. An applicator according to claim 1, including a stem having a first end and a second end, the stem carrying, at the first end, the applicator element, and being secured at the second end to the base portion.

26. An applicator according to claim 25, wherein the applicator element comprises a brush.

27. An applicator according to claim 26, wherein the brush includes a non-rectilinear core.

28. An applicator according to claim 1, wherein the applicator element comprises at least one of a flexible endpiece, a flocked endpiece, a foam and a comb.

29. An applicator according to claim 1, wherein the applicator element is connected in a removable manner to the base portion.

30. An applicator according to claim 1, wherein the applicator element has a free end situated on a same side as the handle portion when the angle between the axes of the base portion and the handle portion is at a maximum.

31. An applicator according to claim 1, wherein the base portion includes fixing means for fixing onto a receptacle.

32. An applicator according to claim 31, wherein said fixing means are leaktight.

33. An applicator comprising:
 a base portion carrying an applicator element; and
 a handle portion rotably mounted on the base portion to turn about a fixed axis of rotation, the handle portion having a longitudinal axis;
 wherein the axis of rotation and the longitudinal axis of the handle portion are not mutually perpendicular; and
 wherein the applicator element is configured for applying a product on at least one of lips, eyelids, eyelashes, eyebrows and hairs.

34. An applicator comprising:
 a base portion having an axis and carrying an applicator element; and
 a handle portion rotably mounted on the base portion to turn about a fixed axis of rotation, the handle portion having a longitudinal axis;
 wherein the angle between the axis of the base portion and the axis of the handle portion is strictly inferior to 90° when the handle portion is rotated about the axis of rotation.

35. A packaging and applicator device, comprising:
 an applicator according to claim 1; and
 a receptacle onto which the applicator is to be fixed in a removable manner.

36. A device according to claim 35, wherein the receptacle includes a wiper member arranged to wipe the applicator element while the applicator is being removed.

37. A method of applying a substance on a portion of one of the face and the body, the method comprising:

loading an applicator element with substance, the applicator element being secured to a base portion that is turnable relative to a handle portion about an axis of rotation which is not perpendicular to the longitudinal axis of the handle portion; and

between two different application modes, modifying a direction of the base portion relative to the handle portion.

38. The method of claim 37, wherein the substance comprises a care product.

39. The method of claim 38, wherein the substance comprises a cosmetic.

40. The method of claim 37, further comprising applying the substance on at least one of lips, eyelids, eyelashes, eyebrows and hair.

41. The method of claim 37, wherein the axis of rotation is not parallel to the longitudinal axis of the handle portion.